

Talking About Young Forests

Key Messages to Include in Your Communications

Key messages are sentences summarizing the most important concepts to be communicated to a target audience. Any type of communication about young forests, whether it is a letter, brochure, posting on social media like Facebook, or a PowerPoint presentation should include one or more of the following key messages in some form.

Primary message:

Young forests provide essential homes for a large variety of native wildlife and we are losing both at a rapid rate in the Northeast.

Supporting messages:

- Part of the solution is strategic, carefully planned and carried out forest management. Landowners and loggers can responsibly harvest stands of trees, and use prescribed burning, and mowing to create and maintain patches of young native forests within largely mature forest landscapes.
- Like your own home and yard, young forest habitats require routine maintenance.
- The diverse wildlife that requires young forests includes nearly 90 different kinds of birds, mammals, reptiles, and insects many of which are “species of greatest conservation need” in the Northeast.
- The natural processes that have historically created young forest habitats can no longer have the same impact on our landscape that they once did due to human development, population density, dam building, and wildfire suppression. Forest management practices mimic these natural processes.
- Many conservation or natural resource professionals agree that increasing the amount of young forest is important to meet the needs of declining wildlife.
- A clear cut or burned area may look bad to people for a few years, but it’s a welcome sight and life-sustaining home for wildlife.
- Managing young forests creates aesthetic, recreational, and economic opportunities for people now and into the future.